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## **International Women's Day: Empowering Women in Trades: Key Strategies for Success**

In traditionally male-dominated fields like the trades, efforts to attract and retain women are gaining momentum. In honor of International Women's Day, Empowering Women in Trades: Key Strategies for Success offers a closer look at three critical strategies driving this change: early exposure, partnerships, and diversity and inclusion.

**Early Exposure:** Introducing young girls to trade skills and careers is essential. Initiatives like [Jill of All Trades](#) are pivotal in challenging gender norms and inspiring confidence. Through hands on workshops, mentorship programs, and resources, these initiatives showcase the diverse opportunities available in trades professions. By demonstrating accessibility and fulfillment in these fields, they ignite interest and ambition in young women.

**Partnerships and Collaborations:** Collaboration between educational institutions and organizations is key to promoting trades education and gender equality. For instance, companies like [Kiewit](#) sponsor events engaging students from an early age, fostering interest in trades careers. Joint efforts, including recruitment drives, open houses, site tours, work placements, bursaries, and scholarships, provide avenues for women to excel in trades ([Highstreet](#)).

**Diversity and Inclusion:** Inclusive workplaces are vital for success in the trades. Embracing diversity drives innovation and fosters resilience. Companies prioritizing diversity, such as [Emil Anderson Construction](#), and inclusion, like [CLAC](#), attract top talent and enhance their reputation as responsible corporate citizens. Advocating for equitable treatment, offering mentorship programs, and fostering collaboration between workers and management create thriving work environments.

**Conclusion:** Early exposure, partnerships, and diversity and inclusion are pivotal in empowering women to pursue trades careers. Initiatives like Jill of All Trades, with support from companies, are paving the way for a more inclusive industry. According to recent data, [women represent only 10% of the workforce in trades](#), underscoring the significance of these efforts. By working together, we can create opportunities for women to thrive and grow in a field that is growing rapidly, contributing to a brighter future for all.

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